

# BRAND STYLE GUIDE:

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## LOGO



## COLOUR

### primary



bdc587



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a46247

### secondary



43685e



e3ceab



abe0f9

## TYPOGRAPHY

### primary font

**Coolvetica:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Baskerville:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## IMAGERY



